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FORM H: PROJECT WORK PLAN
(Includes Executive Summary)

Legal Business

Name of Applicant: Texas Pregnancy Care Network

1. Provide a one-page high-level summary describing the applicant's approach to meeting the RFA's requirements. The summary must demonstrate an understanding of the goals and objectives of the grant. (maximum 1 page).

Texas Pregnancy Care Network (TPCN), the only organization experienced in administering a publicly-funded, statewide alternatives to abortion program in Texas, proposes to continue to be the prime contractor of the Texas Alternative to Abortion Services Program (the Program).¹

If awarded the contract, TPCN is prepared to continue delivery of client services and full Program operations on March 1, 2018, without disruption between contracts.

TPCN has served as the Program's prime contractor since the Program's inception in 2006. During that time, TPCN has achieved the Mission Objectives identified in the original RFP and the 2009 RFP. In addition, TPCN:

- Has received 11 consecutive unqualified opinions of its financial management of Program funds from a national CPA firm;
- Has consistently maintained Program administrative costs at significantly less than 15% of the awarded funds, per TANF requirements-;
- Since the Program inception, has served more than 175,000 clients making over 825,000 visits;
- Has served clients from 212 Texas counties, and residents of those counties account for more than 99% of all abortions in the state according to the latest data available from DSHS;
- Has trained more than 850 pregnancy support counselors on the federal Charitable Choice Provisions Applicable to the Temporary Assistance for Needy Families Program, as well as other Program rules and regulations; and
- Became the first nonprofit organization in Texas to be awarded the Seal of Excellence by the Standards for Excellence Institute, a national initiative that promotes the highest standards of ethics and accountability in nonprofit governance, management, operations, and facilities.

¹ TPCN's proposal assumes that, as in HHSC's Original A2A Contract #529-06-0277-00001, as amended: 1) the purpose of the program remains to promote childbirth rather than abortion to women who are pregnant and may be undecided about whether or not to have the child; and 2) consistent with this purpose, providing abortions, or providing information about abortions or referrals to abortion services is inconsistent with the purposes of the Program; and that abortion may, however, be discussed in the context of promoting childbirth rather than abortion.

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TPCN has taken the Program to these heights by licensing the BriteWorks Pregnancy System, which was developed by TruthWorks, LLC. TPCN holds the license to use BriteWorks PS for the purpose of administering this Program in Texas. If awarded the contract, TPCN will maintain its licensing relationships with TruthWorks in order to efficiently sustain and expand the Program at the lowest possible cost.² TPCN's cost estimates for FYs 2017-18 and 2018-19 are presented in Form M.

TPCN's comprehensive pregnancy and parenting support program improves the quality of available services to the women of Texas. By increasing access to information on pregnancy, parenting skills, adoption, and referrals, TPCN empowers women to feel confident and prepared in choosing childbirth, rather than succumbing to internal or external pressures to abort their pregnancy.

2. Applicant must provide a narrative description of how it plans to achieve the A2A program's goals (maximum 18 pages). The narrative description, as referenced in Article 2 – Scope of Work, must include how the Applicant will meet the following requirements:

- a. 2.1.0: Specified A2A Client Services

TPCN will summarize the Program as it has been administered by TPCN for the last 12 years and will be administered by TPCN going forward. **This summary comes in part directly from the current 132 page BriteWorks PS Program Manual, which is confidential and a trade secret. This Form H: Project Work Plan should not be released pursuant to the Texas Public Information Act or a Freedom of Information Request without protecting the confidential information and trade secrets contained herein.**

Identifying Program-Eligible Clients

The primary purpose of the Texas Alternative to Abortion Services Program is to encourage childbirth instead of abortion. That purpose drove the creation of the Program in 2005, has driven the enormous expansion and sustained success of the Program, and will continue to drive the Program forward in Fiscal Years 2018 and 2019. Encouraging childbirth instead of abortion is the central purpose of the Program, and from that purpose all services, policies and procedures are derived.

A client is eligible to receive services through A2A if the person:

- (1) is pregnant; is the biological father of an unborn child; the biological parent of a

² Any BriteWorks materials that belong to TruthWorks shall remain the exclusive property of TruthWorks and shall not be deemed a "Deliverable" under the Agreement. BriteWorks PS includes the following copyrighted and proprietary materials: all software, documents, forms, checklists, staff training materials, Service Provider program manuals, billing systems, procedures, reports, accounting manuals, and program management tools used to administer a statewide Alternative to Abortion Services Program. **BriteWorks PS is specifically exempt from TX HHSC RFA No. HHS0000502, as well as section 6.01 of the Uniform Terms and Conditions, if applicable.**

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child 36 months old or younger; is the adoptive parents; is a program client who experienced the loss of a child; or is a parent or legal guardian of a pregnant child who is a program client;

(2) is a United States citizen, a United States national, or an alien who qualifies under 1 Texas Administrative Code §366.513; and

(3) resides in Texas (clients residing at a Provider's maternity home/residential unit located in Texas reside in Texas).

Adoptive Parents

Adoptive Parents may receive the Program benefits that a biological parent could have received in lieu of the biological parent for up to 24 months after child placement when the Adoptive Parent(s) are intending to adopt the child and take steps to do so. This benefit is available to an Adoptive Parent no matter the age of the child being adopted.

Clients that Are Not Biological Parents or Adoptive Parents

Certain clients are eligible for Program services either because of a loss, or because of their ability to help influence the decision of their minor child choosing childbirth instead of abortion. Services are reimbursable for clients who meet one of the following three categories:

- Clients that have experienced a miscarriage or death of a child 36 months or younger – eligible for Program services for up to 90 days after the loss.
- Clients that have voluntarily terminated their parental rights pursuant to an adoption – eligible for Program services for up to 90 days after the termination.
- Parent or legal guardian of a pregnant child who is a program client is eligible to attend counseling or educational classes that help improve the pregnancy or parenting situation of the program client.

b. 2.5.0: Program Operation Services

The Program only has and will continue to only have four types of reimbursable services. These services are categorized as one of the following:

- **Counseling:** time spent talking to or in discussion with a Client, Adoptive Parent, or Program beneficiary for the purpose of improving the pregnancy or parenting situation. Counseling/mentoring includes:
 - Counseling, mentoring and information on pregnancy
 - Case management and care coordination for prenatal services including connecting clients to health programs
 - Counseling, mentoring and information on parenting

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- Educational materials and information regarding pregnancy and parenting (brochures, pamphlets, books and electronic tools)
- Referrals to county and social service programs such as childcare, transportation, housing, and state and federal benefit programs
- **Materials Assistance:** the distribution of tangible goods to a Client or Adoptive Parent for the purpose of improving the pregnancy or parenting situation. Materials Assistance includes:
 - Material items such as car seats, cribs, maternity clothes, infant diapers, and formula
- **Referrals:** time spent talking to a third party organization for the purpose of improving the pregnancy or parenting situation of a Client or Adoptive Parent. Referrals include:
 - Case management and care coordination for prenatal services including connecting clients to health programs
 - Referrals to county and social service programs such as childcare, transportation, housing, and state and federal benefit programs
- **Classes:** one or more Clients, Adoptive Parents, or Program beneficiaries gathered for at least one hour's worth of educational instruction benefiting the parenting or pregnancy situation. Classes include:
 - Counseling, mentoring and information on pregnancy
 - Counseling, mentoring and information on parenting
 - Educational materials and information regarding pregnancy and parenting (brochures, pamphlets, books and electronic tools)
 - Referrals to county and social service programs such as childcare, transportation, housing, and state and federal benefit programs
 - Classes on life skills, budgeting, parenting, and stress management

Additionally, TPCN provides a hotline for referrals to its Provider network.

The minimum rates for reimbursement starting on March 1, 2018 will be: \$1.20 per minute for counseling/mentoring time; \$1.20 per minute for referral time; \$24.00 per client per hour of education class; and \$12.00 per visit for materials assistance (capped at 56 visits per pregnancy, including the 36 month post-partum period). TPCN is utilizing the same reimbursement rates as the Fiscal Year 2017 contract, but with a nominal five percent increase in rates. This increase in reimbursement rates is still significantly less than the Bureau of Labor Statistic's calculation of inflationary increases since the Program's inception.

c. 2.5.1: Network of Service Providers

TPCN has extremely high standards for its Provider subcontractors because both TPCN and the Provider subcontractors need to be able to withstand extreme scrutiny from opponents of the Program. As a result, TPCN has a very rigorous and difficult screening process for a new Provider subcontractor to become eligible to participate in the Program. Only a fraction of

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organizations that apply for participation are able to meet the Program's requirements. Here is a non-exhaustive list of the standards an organization must meet and maintain to qualify as Provider subcontractor.

An organization:

- Is a non-profit, tax-exempt entity registered as an IRS 501(c)3 organization;
- Is governed by a Board of Directors that meets regularly, and maintains minutes of its activities;
- Is insured, with policies protecting it for accidents involving general liability, automobile, and workers' compensation;
- Has been delivering client services for at least one year prior to its application;
- Can demonstrate through client records, its mission statement, or other sources that it promotes childbirth rather than abortion as a response to an unplanned pregnancy;
- Provides information, education, counseling, and mentoring that promotes childbirth;
- Uses advertising (if used at all) that accurately and clearly describes actual services provided;
- Agrees that it does not promote, refer, or provide abortions or abortifacient contraceptives to clients;
- Provides its Program services to clients free of charge;
- Provides services that are non-coercive and non-judgmental;
- Agrees that it will only utilize pre-approved educational resources with clients;
- Does not disparage parenting in favor of adoption, nor disparage adoption in favor of parenting;
- Agrees that educational information, including medical topics, is accurate, current, and referenced to objectively legitimate sources;
- Agrees to provide copies of the Texas publication *A Woman's Right to Know*, and make appropriate referrals to medical doctors and government assistance programs.

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- Practices policies and procedures that protect client confidentiality;
- Has procedures in place to let clients know how they can express grievances regarding the quality of services they have received;
- Agrees that its staff and volunteers will go through annual state criminal background and child abuse checks, as well as national sex offender background checks; and
- Does not discriminate against any client on the basis of race, color, national origin, sex, age, disability, political beliefs, or religion.

Despite these very strict standards, TPCN currently has under contract 121 locations in all 11 HHSC regions of Texas that would continue to provide Program services under the new contract starting March 1, 2018. TPCN also has applications in house from 14 other potential providers, which could bring at least 20 new locations to the Network, and has dozens of other Providers that are actively working on an application to become a Provider subcontractor. Finally, TPCN is actively encouraging concrete goal setting with its current Provider subcontractors to have them begin to serve more clients, provide new and more services, and begin to serve new areas. All of this expansion of the Network coupled with expanded Program eligibility will utilize 100% of the additional \$20 million that the Texas Legislature has made available for the FY18 and FY19 biennium.

TPCN confirms that direct client services providers will have:

- Adequate accessible space to ensure private and confidential client assessment and counseling; and
- Documented process for client intake and client satisfaction determinations.

d. 2.5.2: Statewide Counties and Benchmarks

TPCN is currently reaching the clients in Texas most in need of services. Clients from 212 Texas counties have received Program services in the last 3 years, and residents of those counties accounted for over 99% of all abortions in the state according to the latest data available from DSHS.

Further, the highest percentage of Program clients are ages 20-24, which corresponds to the highest percentage of women by age seeking abortions in Texas. Thus, TPCN has already achieved a network of Providers that are accessible to the clients with the greatest need for pregnancy support.

TPCN brings 12 years of experience in operating a very successful publically funded Alternative to Abortion Program in Texas. One of the important lessons from this experience is that many

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potential providers across the state do not have the infrastructure in place to meet the very high standards necessary to be a Provider in a publically funded Alternative to Abortion program. Bringing these types of Providers into the Program would jeopardize the overall Program in favor of “direct services in each county”. This is simply not a risk that TPCN is willing to take, especially when the above statistics show that TPCN’s current very high-standard Provider network is providing “sufficient coverage for the potential need,” serving clients from counties where over 99% of abortions in Texas are occurring. TPCN will aggressively continue to expand its network of Program Providers, but it will not do so in a manner that will in any way jeopardize the quality of program services.

Despite already having a very thorough and complete statewide Alternative to Abortion network of Providers, TPCN is pursuing expansion of services for the Program, but in a very thoughtful and intentional way. This expansion is focused on two distinct targets: 1) Expansion of services utilizing TPCN’s existing Provider network, and 2) Expansion of services utilizing new potential providers for the Program.

First, TPCN has a well vetted, experienced group of Providers that are capable of significantly expanding Program services. TPCN is actively encouraging the boards of directors of its existing Provider network to strategically consider how they can: i) serve new clients, ii) provide more support services to clients, and iii) serve new and underserved areas. On January 9, 2018, TPCN had a Provider Summit in Austin in which the leadership teams of over 40 Provider subcontractors attended. The purpose of the Summit was to brainstorm and commit to new goals to i) serve new clients, ii) provide more support services to clients, and iii) serve new and underserved areas. The Summit was a great success, and TPCN is now following up on the Provider subcontractor goals that were set.

To further assist current Provider Program expansion into under-served regions, one strategy TPCN will pursue with HHSC’s approval is New Location Development. This strategy is to have an established Provider, in good standing, open a “satellite” location in an under-served region. Program funds are advanced to the Provider to assist with capital and expansion costs.

Second, TPCN is actively recruiting and screening new Providers to join its statewide network of Providers. In the Spring of 2018, TPCN will host a series of meetings to educate new potential providers about the Program. Based on our experience with these types of meetings, we expect over 40 new potential providers to attend these meetings and dozens more to request information about the Program. TPCN currently has 14 applications from potential providers pending and expects many more in the coming months. All of these applications will be carefully vetted to ensure that the Providers meet the Program’s very high standards, but TPCN is confident that it will be significantly expanding its network of Providers in Fiscal Year 2018. Of the many potential providers that are applying to become a Provider, many are located in regions of Texas where more Providers would be beneficial. This includes the Panhandle, far West Texas, and South Texas.

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In sum, TPCN's current existing network of 121 Provider locations provides significant reach of the Program into every part of the State. This network has served clients residing in counties where over 99% of the abortions in the state are occurring. The few non-populous counties from which a client has not yet been served will soon be seeing the addition of new Providers nearby to offer more convenient services within the current biennium. This will be accomplished by TPCN in a manner that will always favor quality Providers over a potentially unqualified larger quantity of Providers.

Benchmarks regarding number of unduplicated clients to be served per new provider and time frame for completion of expansion are indicated on the chart below:

Provider Subcontractor	Proposed Number of Unduplicated Clients 3/15/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients	Begins Service
New Provider	213	608	822	May 2018
New Provider	213	608	822	May 2018
New Provider	160	608	769	June 2018
New Provider	160	608	769	June 2018
New Provider	107	608	715	July 2018
New Provider	107	608	715	July 2018
New Provider	82	608	690	August 2018
New Provider		507	507	October 2018
New Provider		456	456	November 2018
New Provider		405	405	January 2019
New Provider		355	355	February 2019
New Provider		305	305	April 2019
New Provider		253	253	May 2019
New Provider		203	203	July 2019
New Provider		160	160	August 2019

e. 2.5.3: Provide Orientation and Training

Every new Provider subcontractor that begins to provide services for the Texas Alternative to Abortion Services Program must undergo an extensive in person onsite training session which is usually conducted by TPCN's Program Director or Executive Director at the Provider's primary location. Before they are permitted to participate in the Program, Provider's staff and volunteers are required to undergo initial in-depth Program training in compliance, including training on client eligibility, billing processes, and the Charitable Choice Provisions applicable to TANF.

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Training is conducted in-person by TPCN at the Provider’s location. The training lasts approximately four to six hours, and includes training on referrals to medical professionals and state and local assistance programs.

Once training is complete, Provider staff must certify that they have undergone required background checks, which must be renewed annually. Other staff certifications, including agreements to follow policies on non-discrimination, confidentiality, and limited English, are also required before any individual is permitted to deliver Program-reimbursable services. Each counselor/educator must be fully trained by their Provider on how to implement their own policies and procedures to ensure that best-in-class services are being provided. TPCN reviews all Provider training materials as a part of each Provider’s onboarding. Finally, each counselor/educator must certify that he/she has read the entire 132 page BriteWorks Program Compliance Manual in full prior to billing for any services.

In addition to their initial training, all Providers must also attend annual retraining to review Program requirements and compliance measures, and to receive instruction on new requirements, if any. Additionally, TPCN offers specialized training for the management team of Providers so that they can monitor their billing activities. TPCN also offers specialized training for maternity homes, Providers serving adoptive parents, and Providers that regularly conduct classes with more than 10 students in a class. Finally, additional trainings are provided when new leadership emerges at a Provider, or when unusually large negotiations affect a Provider’s billings.

TPCN generally relies on Provider subcontractors to train new staff hires, but TPCN does provides tools such as training videos and the Program Compliance Manual to assist with these trainings. If a Provider is expanding and hires multiple persons at once, the Provider may request an additional in-person training from TPCN.

Orientation and training of TPCN subcontracted Providers receives the highest of priorities from TPCN. Twelve years of experience has shown TPCN the importance of conducting extensive upfront and ongoing training. This investment “pays dividends” down the road in terms of less compliance issues going forward. TPCN will continue to hold extensive training sessions for new Providers in the follow on contract, including multiple required re-trainings every fiscal year.

TPCN will ensure Provider orientation and training with regards to the requirements and prohibitions of the Program as described in the RFA by conducting in-person orientation and training with each new Provider, as well as ongoing training and orientation that will is mandatory for existing Providers on a regular basis. Training for existing Providers will be a combination of in-person training and online training. Training will include the following requirements and prohibitions of the Program:

- Background and History of Program
 - o Purpose
 - o Program Philosophy
 - o Provider Network and Qualifying Standards

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- Program Benefits
 - o Fee for service contract
 - o Networking and Education
 - o Client Advertising
- Program Operations
 - o Program Requirements
 - o Eligible Clients
 - o Counseling/Mentoring
 - o Materials Assistance
 - o Referrals
 - o Classes
 - o Educational Material Approval
 - o Non-reimbursable Services
 - o Charitable Choice Provisions
- Program Invoicing
 - o BriteWorks Terms
 - o Creating a Client
 - o Creating a Session Stamp
 - o Invoicing Rules
 - o Common Errors
- Next Steps
 - o Getting Started
 - o Introduction of TPCN Staff
 - o Communicating Concerns to TPCN

f. 2.5.4: Program Monitoring

TPCN's commitment to administering a statewide program that is accountable to the public is reflected in the resources it invests in its quality control, evaluation, training, and monitoring efforts. More than half of TPCN's staff are dedicated full-time to achieving and maintaining accountability. Additionally, TPCN's licensing of the BriteWorks Pregnancy System brings monitoring into the modern age, leveraging technology to continually monitor Provider activities.

Ongoing monitoring for accountability begins as soon as a new Provider begins services, and occurs on a daily, monthly, and annual basis.

Daily, TPCN manually inspects invoices submitted by counselor/educators through BriteWorks in real time, scrutinizing them for errors, irregularities, or non-compliance. TPCN's full-time Quality Control Manager is dedicated to this task. She will routinely negate non-compliant invoices prior to reimbursement, and contact the submitting counselor/educator for retraining. Every counselor/mentor/educator that provides services to a client must individually submit a detailed invoice to TPCN for reimbursement for services provided to a client on a particular day. Last year TPCN received over 110,000 separate invoices, and personally reviewed over 298,000 signatures from clients, adoptive parents, and counselor/mentors.

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Additionally, on a continuous and ongoing basis, Program Compliance Managers and Administrative staff scrutinize every signature submitted by clients and counselors in BriteWorks for billing purposes to ensure that the client was actually present for in-person billed services, that signatures presented are consistent with prior signatures, and that program rules and policies were followed in completing the forms. Forms found to contain errant signatures are marked for negation and a deduction of reimbursable amounts.

Monthly, TPCN reviews Provider performance to detect areas of service in need of continuation training. This review is conducted by TPCN's Program Services Manager, and she also provides ongoing Program training as necessary.

Annually, every Provider receives an in-person Annual Monitoring by TPCN. At the Annual Monitoring, physical facilities are again closely inspected; management is interviewed to alert TPCN to changes to corporate and organizational policies; and background check files are matched with dates entered into BriteWorks. Annual monitoring of Providers for this fiscal year is already underway and will continue through April 2018.

If any of the above compliance methods yields instances of non-compliance, those instances are reported, and TPCN deducts the value of those services from the Service's Provider's reimbursement. If excessive deductions are recorded for a Provider, the Provider is scheduled for an over the phone or in-person retraining by TPCN. If a retraining does not reduce the amount of Provider errors, the Provider's contract will be suspended or terminated.

TPCN relays deductions from Providers in its 4th Quarter Report to HHSC in a report entitled "Annual Reimbursement Compliance Report".

TPCN will continue to utilize its extensive and proven oversight and compliance methods for its Provider network to ensure that the Program is utilizing taxpayer dollars in the most efficient and effective manner in the coming years.

g. 2.5.5: Program Database

TRADE SECRET

[REDACTED]

[REDACTED]

FORM I: COMMUNICATION AND OUTREACH PLAN

**Legal Business Name
of Applicant:**

Texas Pregnancy Care Network

Clinic sites where clients are served **must** develop and implement an annual plan to provide county education and program promotion to:

- Inform the public of its purpose and services;
- Enhance county understanding of its objectives;
- Disseminate HHSC healthcare services information for pregnant women to access healthcare
- Enlist county support; and
- Recruit potential clients for the A2A program.

The Communication and Outreach Plan must:

1. Describe Applicant's A2A program promotion/education/Outreach plan for the contract period March 1, 2018 through August 31, 2019.
2. Describe Applicant's county education/A2A program promotion collaborative efforts carried out in conjunction with other health care providers or social service agencies in the identified service area. Applicant must include a description of the Outreach plan that details media releases and Outreach strategies for marketing the Applicant to the county.

Applicant must also attach a calendar of the proposed county education/A2A program promotion for the contract period (March 15, 2018 through August 31, 2019). Applicant's calendar must include the following information: topics, presentation-dates, locations, and presenters. Applicant should label the attachment "**Form I-1: Communication and Education Outreach Calendar**".

TPCN is already contractually mandating that all Providers use A Woman's Right to Know, and TPCN is monitoring Providers to ensure that copies of the 2016 version are onsite. Additionally, TPCN will work with HHSC to obtain a list of information and brochures that all Providers should maintain about the listed Programs. TPCN will conduct training on the HHSC Programs with all counselor/managers and monitor locations to ensure the educational materials on these Programs are available.

TPCN's Communication and Outreach Plan contains the following components, each of which will be thoroughly described:

- TPCN's Marketing Efforts:
 - TPCN's Website – www.texaspregnancy.org
 - TPCN's Toll Free Number - 877-345-7734
 - TPCN's Efforts to Encourage Coordination with HHSC & County Resources
 - TPCN's Professional Education Efforts
 - TPCN's Marketing Campaigns
- TPCN's Recommended Educational Materials for Provider Subcontractors

TPCN'S MARKETING EFFORTS

TPCN's Website – www.texaspregnancy.org

For outreach intended at reaching potential clients and adoptive parents, TPCN actively promotes www.texaspregnancy.org as the entry point to the Program. The URL is already contained on numerous HHSC and State of Texas websites. The primary goal of the website is to encourage potential clients to find help in their community. The landing page allows clients to "Find Help Near You," which allows clients to find Providers nearest to them by entering their zip code. The website is available in both English and Spanish. The website also contains supportive resources designed to let clients and adoptive parents know that help is available to them during a difficult pregnancy. During the FY16 & FY17 biennium, more than 380,000 unique visits have been made to texaspregnancy.org.

TPCN's Toll Free Number - 877-345-7734

TPCN maintains a toll free number that can be dialed from anywhere in the State of Texas free of charge. The telephone number is contained on numerous HHSC and State of Texas websites. The number is answered in TPCN's offices by bilingual TPCN staff that is trained to assist clients in finding nearby help from Provider subcontractors on topics including pregnancy, parenting, and adoption.

TPCN's Efforts to Encourage Coordination with HHSC & County Resources

TPCN will be again setting up meetings with HHSC and County public programs to emphasize coordination of efforts available on a statewide basis. These meetings will have an emphasis on educating the parties about the programs and services available, and sharing resources and referrals as much as possible. Meetings and coordination efforts will focus on Medicaid, CHIP, SNAP, TANF, WIC, ECI, HTW, FVP, PHC, Title V: Child Health and Dental, Title V: Prenatal and Dental, and the Healthy Marriage Program.

TPCN's Professional Education Efforts

TPCN reaches professionals primarily by hosting a community outreach booth at human services conferences throughout Texas. There, TPCN educates social workers, teachers, and similar professionals about the Program, since these professionals are often the first to encounter women enduring difficult pregnancies. Professionals who know about and trust the Program then feel comfortable including TPCN and its Providers on their lists of referral agencies.

During the FY16 and FY17 biennium, TPCN has educated more than 5,400 Texas professionals likely to encounter potential clients about the Program by attending statewide conferences hosted by the Texas Behavioral Health Institute, Texas School Social Workers, Texas School Nurses Organization, and similar professional organizations. Additionally, TPCN completed a direct mail campaign to 1,000 Texas high school principals to educate them about the Program. TPCN plans to attend these same conferences in the follow-on contract, as well as adding new conferences that may have professionals serving parents in the 24-36 month age range. Additionally, a mail out to professionals will be conducted.

TPCN's Marketing Campaigns

Driving Potential Clients to the Provider Subcontractor Network

The primary reason TPCN spends advertising and marketing dollars is to make the public aware of the services that are available across the state from its Provider subcontractors. TPCN has engaged professional marketing firms to assist TPCN in conducting several statewide outreach media campaigns designed to make the public aware of the Program and texaspregnancy.org. The outreach that targets potential clients and adoptive parents has included English and Spanish language online outreach campaigns, as well as outdoor billboards. Online ads appear to potential clients and adoptive parents that may be searching the internet for help with their pregnancy, parenting, or adoption situation. Clicking on the ads bring the visitors directly to the zip code locator page of the texaspregnancy.org outreach website. Outdoor billboards are placed in proximity to Provider subcontractors and help amplify the effect of the online ads. An example of a graphic approved by HHSC and used by TPCN online and on billboards is:



During its outreach campaigns, TPCN sees significant increases in visitors to texaspregnancy.org, as well as increases in potential clients searching for local Providers. For example, during a recent campaign, TPCN saw a 1,866% increase in web sessions on TPCN's website, and a 128% increase in searches for Providers across the state of Texas. The online campaigns are very effective in reaching the target audience that needs services from the Texas Alternative to Abortion Services Program.

Changing Negative Perceptions About Adoption

In addition to driving potential clients and adoptive parents to its Provider subcontractor network, TPCN utilizes advertising to begin to change perceptions across the state about

adoption as a viable alternative to an unplanned pregnancy. Less than 1% of unplanned pregnancies result in a completed adoption. Yet, Texas has long waiting lists for adoptive parents wanting to adopt an infant. TPCN's Provider subcontractors state that many pregnant clients in an unplanned pregnancy situation will not even listen to adoption education pieces because of intense negative misconceptions about adoption.

As a result, TPCN developed a campaign specifically geared to change the perception of adoption among women and girls of Texas aged 12-34. The campaign consisted of TV spots on Hulu and other on-demand media outlets frequented by females aged 12-34, radio spots, and a robust online presence on www.modernadoptionplans.org. Because of limited funding, the campaign was only able to run in the Dallas-Ft. Worth and Houston media markets, yet the campaign was extremely successful. Most importantly, 70% of those aged 16-20 indicated that after seeing the spot they would be somewhat more likely or much more likely to investigate adoption options if the situation ever arose.

Summary of Marketing Efforts

As TPCN moves forward into the second half of FY18 and FY19, it will be focused on answering the Texas Legislature's mandate to increase awareness and utilization of the Texas Alternative to Abortion Services Program. TPCN has a strong record of effectively and efficiently using marketing to drive new potential client and adoptive parents to its extensive Provider subcontractor network. TPCN will continue to conduct outreach campaigns as it has done in the past, as well as educational campaigns to change perceptions about adoption. The outreach will include the most successful outreach campaigns conducted in the past, as well as new campaigns. The campaigns will both target statewide coverage in all 254 Texas counties, but with additional emphasis on areas that have the highest rates of abortion, according to DSHS statistics. All outreach advertising will be approved by HHSC prior to use in any campaign.

Campaign Dates

First Day of Awarded Contract through August 31, 2019:

Statewide Google Adwords Campaign targeting all 254 Texas Counties for both pregnancy support services and adoptive parent services, running 24/7.

ADVERTISING AND MARKETING BUILD AWARENESS AND CONNECT CLIENTS TO PROVIDERS

Through advertising and media partnerships, we drove large numbers of visitors to the website, where those visitors could be converted to clients and find Texas providers to give them the counseling and help they need.



Crisis Pregnancy Campaign

↑1,866%
Amount web visits increased when the campaigns were running

↑128%
Increase in provider searches

Adoption Campaign

Goal: to change the perception of adoption among women and girls ages 12-34

Dallas-Ft. Worth and Houston
geographic area targeted

70%
of those ages 16-20 indicated that after seeing the spot they would be somewhat more or much more likely to investigate adoption options if the situation ever arose

TPCN'S EDUCATIONAL MATERIALS FOR PROVIDER SUBCONTRACTORS

TPCN has historically sent to its Provider subcontractors educational materials purchased or developed by TPCN, and approved by HHSC. Recent materials provided include *So I Was Thinking About Adoption ... Consider Your Choices* by American Carriage House Publishing, *Understanding Breastfeeding PowerPoint Curriculum* by Injoy Video, and *How to Raise Emotionally Healthy Children DVD* (in English and Spanish) by Injoy Video.

TPCN looks for materials that address topics relevant to the Program, such as pregnancy, parenting, and adoption. All materials have been evidenced-based, and most have been provided in both English and Spanish whenever available. HHSC has reviewed, approved, and maintains hard copies of each piece of educational material purchased with Program dollars. Therefore each piece of educational material purchased with Program dollars meets HHSC standards. The following list contains all materials that have been approved for purchase with Program dollars, each of which has been approved by HHSC:

A2A Educational Materials Purchased with Program Dollars and Approved by HHSC in Advance (Copies of Each Already in Possession of HHSC)

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>10 Ways to Be A Better Dad</i>	Brochure	1999	National Fatherhood Initiative	Parenting	Life Cycle Books
2007 - 2008	<i>24/7 Dad TM AM Kit (Spanish) Siempre PapaTM Kit</i>	Kit	2006	National Fatherhood Initiative	Parenting/Fat hers	National Fatherhood Initiative
2007 - 2008	<i>24/7 DadTM AM Kit</i>	Kit	2004	National Fatherhood Initiative	Parenting/Fat hers	National Fatherhood Initiative
2012-2013	<i>7 Steps to Reduce the Risk of SIDS (English/Spanis h)</i>	DVD	2013	InJoy Birth & Parenting Education	SIDS	InJoy Birth & Parenting Education
2006 - 2007	<i>A Child is Born</i>	Book			Fetal Development	Heritage House'76
2015-2016	<i>A es por Agua</i>	Book	2013	Noodle Soup	Reading book for child	Noodle Soup

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2015-2016	A is for Apple Little Book	Book	2013, 2016	Noodle Soup	Reading book for child	Noodle Soup
2006 - 2007	ABC's of Being a Good Father, The	Brochure	2006	Loving & Caring, Inc.	Parenting	Loving & Caring, Inc.
2008 - 2009	About Adoption	Client Cards	2008-2009	TPCN	Adoption	TPCN
2008 - 2009	About Parenting	Client Cards	2008-2009	TPCN	Parenting	TPCN
2008 - 2009	About Your Pregnancy	Client Cards	2008-2009	TPCN	Pregnancy	TPCN
2006 - 2007	Adolescent Suicide	Brochure			Counselors Training	Boys Town Press
2006 - 2007	Adoption Reflection	Booklet	no date	Loving & Caring, Inc.	Adoption Grief	Loving & Caring, Inc.
2006 - 2007	Age Appropriate Play Vol. 1 The First 12 Months	DVD	2002	InJoy Productions, Inc.	Parenting	Heritage House'76
2010 - 2011	Alcohol and Pregnancy Making Healthy Choices (English)	DVD	2010	InJoy	Pregnancy	InJoy Birth & Parenting Education
2010 - 2011	Alcohol and Pregnancy Making Healthy Choices (Spanish)	DVD	2010	InJoy	Pregnancy	InJoy Birth & Parenting Education

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>At Loss for Words How to Talk to Ones who has had a Miscarriage or Stillborn Baby</i>	Video		Heritage House'76	Counselors Training	Heritage House'76
2006 - 2007	<i>Basic Social Skills For Youth</i>	Booklet			Social Skills	Boys Town Press
2006 - 2007	<i>BOUNDARIES a Guide For Teens</i>	Book	2000	Boys Town Press	Relationships	Boys Town Press
2012-2013	<i>Breastfeeding, Ready, Set, Go!</i>	Cards		Childbirth Graphics	Breastfeeding	Childbirth Graphics
2006 - 2007	<i>Breastfeeding. The Gift of Love/La alimentacion con el pecho es un regalo de amor</i>	Booklet			Breastfeeding	DSHS
2013-2014	<i>Car Safety During Pregnancy Tear Pad (English/Spanish)</i>	Tear Pad	1998/2006	Childbirth Graphics	Prenatal	Childbirth Graphics
2011 - 2012	<i>Car Safety for Your Baby (English/Spanish)</i>	Tear Pad	no date	Childbirth Graphics	Parenting	Childbirth Graphics
2006 - 2007	<i>Car Seats: How to Protect your Child From Birth to Ten</i>	VHS	no date		Child Safety	COSTCO
2006 - 2007	<i>Caring for Your Body After Childbirth</i>	Brochure			Parenting	Heritage House'76
	<i>Childhood Immunizations (English and Spanish)</i>	Brochure	2017	Heritage House '76, Inc.	Parenting	Heritage House '76, Inc.

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2011 - 2012	Childhood Nutrition Volume 1, Updated 2012 (English/Spanish)	DVD	2012	InJoy	Parenting	InJoy Birth & Parenting Education
2007 - 2008	Chlamydia (English)	Card	2008	Medical Institute	STD	Medical Institute
2007 - 2008	Chlamydia (Spanish)	Card	2008	Medical Institute	STD	Medical Institute
2006 - 2007	Choices and Consequences: The Facts About STDs (English)	Brochure	2006	Life Cycle Books	STDs and Sexual Education	Life Cycle Books
2006 - 2007	Coming Home with Your Baby (English)	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2006 - 2007	Common Infant Problems - What About Constipation?	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems - What About Constipation? (Spanish) Problemas comunes de la infancia (Desde recién nacidos hasta 1 año) Que hay del estreñimiento?	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems - What about Diarrhea? (Spanish) Problemas comunes de la infancia (Desde recién nacidos hasta 1 año) Que hay del diarrea	Handout	2005	DSHS	Parenting	DSHS

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	Common Infant Problems-What about Crying? (English)	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems-What about Crying? (Spanish)	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems-What about Diarrhea?	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems-What about Colic?	Handout	2005	DSHS	Parenting	DSHS
2006 - 2007	Common Infant Problems-What about Colic? (Spanish) Los Problemas communes de la ninez (Para los bebes monores de l ano) Que hago para el colico?	Handout	2005	DSHS	Parenting	DSHS
2012-2013	Coping with Morning Sickness	Tear Pad	1997, 2011	Childbirth Graphics	Pregnancy	Childbirth Graphics
2009 - 2010	Coping with Morning Sickness (English & Spanish)	Tear Pad	1997, 2000	Childbirth Graphics	Pregnancy	Childbirth Graphics
2015-2016	Coping With Morning Sickness (English/Spanish)	Tear pad	1997/2011	Childbirth Graphics	Prenatal Care	Childbirth Graphics
2009 - 2010	Crying/Colic (English & Spanish)	Tear Pad	1995, 2002	Childbirth Graphics	Parenting	Childbirth Graphics

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Decisions! Decisions!</i>	<i>Booklet</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.
2015-2016	Developmental Milestones (English)	Brochure	2013	Heritage House '76, Inc.	Parenting	Heritage House '76, Inc.
2015-2016	Developmental Milestones (Spanish) (Hitos en el Desarrollo)	Brochure	2016	Heritage House '76, Inc.	Parenting	Heritage House '76, Inc.
2006 - 2007	<i>Eating for You-And a Healthy Baby, Too</i>	<i>Booklet</i>	2007	DSHS	Nutrition	DSHS
2006 - 2007	<i>Eating for You-And a Healthy Baby, Too (Spanish) Coma para su bien y para la salud de su bebe tambien!</i>	<i>Booklet</i>	2005	DSHS	Nutrition	DSHS
2006 - 2007	<i>Exploring Options-My Baby and Me Series</i>	<i>Booklet</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.
2011 - 2012	<i>Fetal Development/ The Critical Weeks of Early Pregnancy (English)</i>	<i>Tear Pad</i>	1997, 2011	Childbirth Graphics	Pregnancy	Childbirth Graphics
2015-2016	<i>Fetal Development/ The Critical Weeks of Pregnancy (English)</i>	<i>Tear pad</i>	1997, 2011	Childbirth Graphics	Prenatal Development	Childbirth Graphics
2015-2016	<i>Fetal Development/ The Critical Weeks of Pregnancy (Spanish)</i>	<i>Tear pad</i>	1997, 2013	Childbirth Graphics	Prenatal Development	Childbirth Graphics
2009 - 2010	<i>First Year Milestones 2 Vol Set</i>	<i>DVD</i>	2006	InJoy	Birth/ Parenting	InJoy Birth & Parenting Education

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Food for Your Baby's First Year</i>	<i>Brochure</i>	2005	DSHS	Nutrition	DSHS
2006 - 2007	<i>Footprints on our Hearts How to Cope After a Miscarriage, Stillbirth or New Baby Death</i>	<i>Video</i>	no date	Heritage House '76, Inc.	Grief Counseling	Heritage House'76
	<i>Games and Activities for Attaching With Your Child</i>	<i>Book</i>	2015	Jessica Kingsley Publishers	Parenting	Jessica Kingsley Publishers
2007 - 2008	<i>Genital Herpes (English)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2007 - 2008	<i>Genital Herpes (Spanish)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2011 - 2012	<i>Getting Ready to Breastfeed (English/Spanish)</i>	<i>Tear Pad</i>	1994, 2010	Childbirth Graphics	Parenting	Childbirth Graphics
2006 - 2007	<i>Give Your Baby the Best Start (English)</i>	<i>Brochure</i>	2006	DSHS	Breastfeeding	DSHS

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Give Your Baby the Best Start (Spanish)</i>	<i>Brochure</i>	2006	DSHS	Breastfeeding	DSHS
2007 - 2008	<i>Gonorrhea (English)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2007 - 2008	<i>Gonorrhea (Spanish)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2006 - 2007	<i>Great Beginnings</i>	<i>Curriculum</i>	no date	Discovery Education	Pregnancy Nutrition	Discovery Education
2006 - 2007	<i>Hard Cases make Good People</i>	<i>Brochure</i>	2004			
2008 - 2009	<i>Having Another Child</i>	<i>Client Cards</i>	2008-2009	TPCN	Decision Making	TPCN
2012-2013	<i>Healthy Pregnancy Weight Gain</i>	<i>Poster</i>	no date	Childbirth Graphics	Pregnancy	Childbirth Graphics

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
	Healthy You Healthy Baby (English and Spanish)	Booklet	2016	Customized Communications Inc.	Parenting	Customized Communications Inc.
2015-2016	Help Me Grow: The First Year	Booklet	2012	National Fatherhood Initiative	Newborn Care	National Fatherhood Initiative
2008 - 2009	Her Choices	Client Cards	2008-2009	TPCN	Decision Making	TPCN
2007 - 2008	HIV/AIDS (English)	Card	2008	Medical Institute	STD	Medical Institute
2007 - 2008	HIV/AIDS (Spanish)	Card	2008	Medical Institute	STD	Medical Institute
2009 - 2010	Hospital to Home	DVD	no date	InJoy	Birth/ Parenting	InJoy Birth & Parenting Education
2006 - 2007	How at Risk are You?	Brochure	2000	Life Cycle Books	STDs and Sexual Education	Life Cycle Books
2015-2016	How Dad Can be a Good Co-Parent (English Only)	Brochure	2014	National Fatherhood Initiative	Parenting	National Fatherhood Initiative

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>How Lead Affects Your Child/ Como daña el plomo a mi niño</i>	<i>Booklet</i>	2003	DSHS	Parenting	DSHS
2009 - 2010	<i>How to Eat Healthy and Stay Fit</i>	<i>Client Cards</i>	2009-2010	TPCN	Pregnancy	TPCN
2009 - 2010	<i>How to Find Good Childcare (English)</i>	<i>Rack Card</i>	2000	Noodle Soup	Childcare	Noodle Soup
2009 - 2010	<i>How to Find Good Childcare (Spanish)</i>	<i>Rack Card</i>	2001	Noodle Soup	Childcare	Noodle Soup
2009 - 2010	<i>How to Find Help in Texas</i>	<i>Client Cards</i>	2009-2010	TPCN	Pregnancy	TPCN
2009 - 2010	<i>How to Find Support</i>	<i>Client Cards</i>	2009-2010	TPCN	Pregnancy	TPCN
2015-2016	<i>How to Raise Emotionally Healthy Children (English/Spanish) Vol 1: Babies</i>	DVD	2013 (E/S)	InJoy Birth & Parenting Education	Parenting	InJoy Birth & Parenting Education
2009 - 2010	<i>How to Stay Safe</i>	<i>Client Cards</i>	2009-2010	TPCN	Pregnancy	TPCN
2013-2014	<i>How to Time Contractions Tear Pad (English/Spanish)</i>	<i>Tear Pad</i>	1994/2008	Childbirth Graphics	Childbirth	Childbirth Graphics
2007 - 2008	<i>HPV-English</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2007 - 2008	HPV-Spanish	Card	2008	Medical Institute	STD	Medical Institute
2007 - 2008	In the Womb	DVD	2005	National Geographic	Fetal Development	National Geographic
2009 - 2010	Info for Guys about Pregnancy	Client Cards	2009-2010	TPCN	Pregnancy	TPCN
2006 - 2007	Information for Parents of Newborns (Spanish) Informacion para los padres de los recién nacidos	Booklet	2005	DSHS	Parenting	DSHS
2006 - 2007	Information for Parents of Newborns (English)	Booklet	2005	DSHS	Parenting	DSHS
2006 - 2007	Instructional Guide for Giving Your Baby the Best (English)	Booklet	2006	DSHS	Breastfeeding	DSHS
2006 - 2007	Instructional Guide for Giving Your Baby the Best (Spanish)	Booklet	2006	DSHS	Breastfeeding	DSHS
2012-2013	Kangaroo Care	Tear Pad	2009, 2010	Childbirth Graphics	New Born Care	Childbirth Graphics
2009 - 2010	Labor & Birth Checklist (English Only)	Tear Pad	2001, 2006	Childbirth Graphics	Pregnancy	Childbirth Graphics
2011 - 2012	Laugh and Learn About Newborn Baby Care (English)	DVD	no date	Childbirth Graphics	Parenting	Childbirth Graphics/Expect This LLC

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Lead Around the Home/Plomo alrededor de la casa</i>	<i>Booklet</i>	no date	DSHS	Parenting	DSHS
2006 - 2007	<i>Letting Go</i>	<i>DVD</i>	2005	Bethany Christian Service	Adoption/Counselors Training	Bethany Christian Service
2010 - 2011	<i>Life in the Womb</i>	<i>Flipchart</i>	2010	Frontlines Publishing	Pregnancy	Frontlines Publishing
2009 - 2010	<i>Loving Baby Care: Bottle Feeding (English & Spanish)</i>	<i>Tear Pad</i>	2008	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Burping a Baby (English & Spanish)</i>	<i>Tear Pad</i>	2008, 2010	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Diapering Your Baby (English & Spanish)</i>	<i>Tear Pad</i>	2008	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Sleep Safety (English & Spanish)</i>	<i>Tear Pad</i>	2008, 2011	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Sponge Bathing (English & Spanish)</i>	<i>Tear Pad</i>	2007	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Swaddling (English & Spanish)</i>	<i>Tear Pad</i>	2011, 2008	Childbirth Graphics	Parenting	Childbirth Graphics
2009 - 2010	<i>Loving Baby Care: Tub Bathing (English & Spanish)</i>	<i>Tear Pad</i>	2007	Childbirth Graphics	Parenting	Childbirth Graphics

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Milestones of Early Life</i>	<i>Chart</i>	no date	Heritage House '76, Inc.	Fetal Development	Heritage House'76
2006 - 2007	<i>Milestones of Early Life How You Began Your Journey</i>	<i>Brochure</i>	2007	Heritage House '76, Inc.	Fetal Development	Heritage House'76
2013-2014	<i>Mom as a Gateway (English only) (Send as a PDF)</i>	<i>Curriculum</i>	2008	National Fatherhood Initiative	Relationship	National Fatherhood Initiative
2006 - 2007	<i>More Than Baby Blues Unmasking Postpartum Depression</i>	<i>Video</i>	2003	Heritage House '76, Inc.	Counselors Training	Heritage House'76
2010 - 2011	<i>Mother and New Baby Care The First Two Weeks (English)</i>	<i>DVD</i>	2010	InJoy	Parenting	InJoy Birth & Parenting Education
2010 - 2011	<i>Mother and New Baby Care The First Two Weeks (Spanish)</i>	<i>DVD</i>	2010	InJoy	Parenting	InJoy Birth & Parenting Education
2006 - 2007	<i>Moving Ahead: Making Good Decisions</i>	<i>Brochure</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.
2006 - 2007	<i>Moving Ahead: Sigue Adelante (Spanish)</i>	<i>Brochure</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.
2015-2016	<i>MyPlate for Moms/Eating for a Healthy Baby (English and Spanish)</i>	<i>Tear pad</i>	no date	Learning Express	Prenatal Nutrition	Childbirth Graphics
2011 - 2012	<i>New Dad's Pocket Guide (English)</i>	<i>Booklet</i>	2009	National Fatherhood Initiative	Parenting/Fathers	National Fatherhood Initiative

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2011 - 2012	<i>New Dad's Pocket Guide (Spanish)</i> <i>Guía De Nuevos Padres</i>	<i>Booklet</i>	2009	National Fatherhood Initiative	Parenting/Fathers	National Fatherhood Initiative
2009 - 2010	<i>New Dad's Pocket Guide</i>	<i>Pocket Guide</i>	2009	National Fatherhood Initiative	Parenting/Fathers	National Fatherhood Initiative
2013-2014	Newborn Care Kit	Teaching Kit	2012	Childbirth Graphics	Newborn care	Childbirth Graphics
2015-2016	Newborn Care: A Guide to the First Six Weeks (English/Spanish)	DVD	2013 (E/S)	InJoy Birth & Parenting Education	Newborn Care	InJoy Birth & Parenting Education
2015-2016	Parenting BASICS Video Library 0-6 months Health & Safety (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 0-6 months Nutrition(English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 0-6 months Play and Milestones(English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 0-6 months Self-Care for Moms (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 12-24 months Health & Safety (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2015-2016	Parenting BASICS Video Library 12-24 months Nutrition(English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 12-24 months Play and Milestones (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 7-12 months Health & Safety (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 7-12 months Nutrition(English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 7-12 months Play and Milestones (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting BASICS Video Library 7-12 months Self-Care for Moms (English and Spanish)	DVD	2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2015-2016	Parenting Challenges: Potty Training (English)	Brochure	2015	Heritage House '76, Inc.	Parenting	Heritage House '76, Inc.
2015-2016	Parenting Challenges: Potty Training (Spanish)	Brochure	2016	Heritage House '76, Inc.	Parenting	Heritage House '76, Inc.
2013-2014	Pocketbook for Moms (English only)	Booklet	2013	National Fatherhood Initiative	Parenting	National Fatherhood Initiative

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Portrait of Promise: Preventing Shaken Baby Syndrome</i>	DVD	2005	Heritage House '76, Inc.	Parenting	Heritage House'76
2012-2013	<i>Positions for Breastfeeding</i>	<i>Tear Pad</i>	1994/2005	Childbirth Graphics	Breastfeeding	Childbirth Graphics
2009 - 2010	<i>Prenatal Care Box</i>	<i>Kit</i>	2009	Childbirth Graphics	Pregnancy	Childbirth Graphics
2011 - 2012	<i>Prenatal Care Flip Chart</i>	<i>Flip Chart</i>	no date	Childbirth Graphics	Pregnancy	Childbirth Graphics
2013-2014	Preterm Labor (English)	DVD	2008	InJoy Birth & Parenting Education	Childbirth	InJoy Birth & Parenting Education
2013-2014	Preterm Labor (Spanish)	DVD	2010	InJoy Birth & Parenting Education	Childbirth	InJoy Birth & Parenting Education
2012-2013	<i>Preventing Abusive Head Trauma</i>	DVD	2013	InJoy Birth & Parenting Education	Shaken Baby Syndrome	InJoy Birth & Parenting Education
2015-2016	Round Ligament Pain/Dolor en los Lighmentos redondos (English/Spanish)	Tear pad	2008/2012	Childbirth Graphics	Prenatal Care	Childbirth Graphics
2013-2014	Safety Starts at Home (English)	DVD	2012	InJoy Birth & Parenting Education	Safety	InJoy Birth & Parenting Education
2013-2014	Safety Starts at Home (Spanish)	DVD	2012	InJoy Birth & Parenting Education	Safety	InJoy Birth & Parenting Education

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>Sexual Exposure Chart (24X17)</i>	Poster	no date	Life Cycle Books	STDs and Sexual Education	Life Cycle Books
2013-2014	Signs of Preterm Labor Tear Pad (English/Spanish)	Tear Pad	1994/2011	Childbirth Graphics	Childbirth	Childbirth Graphics
2006 - 2007	<i>Skills for Families Skills for Life (FOR COUNSELORS ONLY)</i>	Book	no date	Boys Town Press	Life Skills	Boys Town Press
2015-2016	Smoking and Pregnancy	Brochure	2014	Heritage House '76, Inc.	Smoking Cessation	Heritage House '76, Inc.
2016-2017	Smoking and Pregnancy (English)	Brochure	2017	Heritage House '76, Inc.	Prenatal Care	Heritage House '76, Inc.
2016-2017	Smoking and Pregnancy (Spanish)	Brochure	2017	Heritage House '76, Inc.	Prenatal Care	Heritage House '76, Inc.
	Smoking, Alcohol, Drugs and Pregnancy (English and Spanish)	DVD	2017	Heritage House '76, Inc.	Prenatal Care	Heritage House '76, Inc.
2015-2016	So I Was Thinking About Adoption Book	Book	2008/ 2014	American Heritage House Publishing	Adoption	American Heritage House Publishing
2015-2016	So I Was Thinking About Adoption Bookmark	Bookmark	no date	American Heritage House Publishing	Adoption	American Heritage House Publishing
2015-2016	Stages of Labor (English)	Tear pad	2006, 2014	Childbirth Graphics	Prenatal Care	Childbirth Graphics

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2015-2016	Stages of Labor (Spanish)	Tear pad	2008, 2016	Childbirth Graphics	Childbirth	Childbirth Graphics
2013-2014	Stages of Labor 3rd Edition (English)	DVD	2013	InJoy Birth & Parenting Education	Childbirth	InJoy Birth & Parenting Education
2013-2014	Stages of Labor 3rd Edition (Spanish)	DVD	2013	InJoy Birth & Parenting Education	Childbirth	InJoy Birth & Parenting Education
2013-2014	Stages of Labor Tear Pad (English only)	Tear Pad	2006, 2014	Childbirth Graphics	Childbirth	Childbirth Graphics
2015-2016	Starting Your Baby on Solids (English)	Tear pad	2016	Noodle Soup	Parenting	Noodle Soup
2015-2016	Starting Your Baby on Solids (Spanish)	Tear pad	2016	Noodle Soup	Parenting	Noodle Soup
2007 - 2008	<i>Syphilis (English)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2007 - 2008	<i>Syphilis (Spanish)</i>	<i>Card</i>	2008	Medical Institute	STD	Medical Institute
2006 - 2007	<i>Teaching Social Skills to Youth</i>	<i>Book</i>	no date	Boys Town Press	Social Skills	Boys Town Press
2006 - 2007	<i>Ten things every child needs for the best start in life!</i>	<i>DVD</i>	1997&1999	Heritage House '76, Inc.	Parenting	Heritage House'76

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2011 - 2012	<i>The Baby Bistro Box</i>	<i>Kit</i>	no date	Childbirth Graphics	Parenting	Childbirth Graphics
2011 - 2012	<i>The Effects of Secondhand Smoke</i>	<i>Tear Pad</i>	2006, 2008	Health Edco	Pregnancy	Childbirth Graphics
	<i>The Emotions of Pregnancy (English and Spanish)</i>	DVD	2017	Heritage House '76, Inc.	Prenatal Care	Heritage House '76, Inc.
2009 - 2010	<i>The First Year of Life (English only)</i>	<i>Tear Pad</i>	no date	Learning Seed	Parenting	Learning Seed
2010 - 2011	<i>The Happiest Baby on the Block</i>	DVD	2006	Childbirth Graphics	Parenting	Childbirth Graphics
2006 - 2007	<i>The Importance of Nurturing Your Baby</i>	<i>Brochure</i>	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2015-2016	<i>The Importance of Reading to Your Child (English)</i>	Card	2002, 2014	Noodle Soup	Parenting	Noodle Soup
2015-2016	<i>The Importance of Reading to Your Child (Spanish)</i>	Card	2002, 2014	Noodle Soup	Parenting	Noodle Soup
2006 - 2007	<i>The Me I See, The - Leader's Guide-My Baby and Me Series</i>	<i>Booklet</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.
2006 - 2007	<i>The Me I See, The - My Baby and Me Series</i>	<i>Booklet</i>	no date	Loving & Caring, Inc.	Decision Making	Loving & Caring, Inc.

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	<i>The One: 10 Steps to Developing a Committed Relationship</i>	Brochure	no date	Loving & Caring, Inc.	Relationships	Loving & Caring, Inc.
2006 - 2007	<i>The One: Diez Pasos para Desarrollar una Relación de Compromiso (Spanish)</i>	Brochure	no date	Loving & Caring, Inc.	Relationships	Loving & Caring, Inc.
2006 - 2007	<i>The Wonderful Talents of Your Newborn Baby</i>	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2015-2016	<i>There is Another Choice</i>	Brochure	2015	PRC/Keener Marketing	Adoption	PRC/Keener Marketing
2009 - 2010	<i>Understanding Birth 2nd Edition</i>	DVD	2009	InJoy	Birth/ Parenting	InJoy Birth & Parenting Education
2015-2016	<i>Understanding Breastfeeding Comprehensive Guide (English)</i>	Guide	2008, 2014	InJoy Birth & Parenting Education	Breastfeeding	InJoy Birth & Parenting Education
2015-2016	<i>Understanding Breastfeeding Comprehensive Guide (Spanish)</i>	Guide	2011, 2015	InJoy Birth & Parenting Education	Breastfeeding	InJoy Birth & Parenting Education
2015-2016	<i>Understanding Breastfeeding PowerPoint (English only)</i>	DVD	2014	InJoy Birth & Parenting Education	Breastfeeding	InJoy Birth & Parenting Education
2016-2017	<i>Understanding Breastfeeding PowerPoint (English)</i>	DVD	2014	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2016-2017	<i>Understanding Breastfeeding PowerPoint (Spanish)</i>	DVD	2014, 2016	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2012-2013	<i>Understanding Dad (Facilitators guide and Mothers handbook)</i>	<i>Curriculum</i>	2013 (both)	National Fatherhood Initiative	Parenting	National Fatherhood Initiative
2009 - 2010	<i>Understanding Post Partum Depression</i>	<i>Tear Pad</i>	2000, 2011	Childbirth Graphics	Pregnancy	Childbirth Graphics
2011 - 2012	<i>Understanding Postpartum Depression (English/Spanish)</i>	<i>Tear Pad</i>	2000, 2011	Childbirth Graphics	Parenting	Childbirth Graphics
2011 - 2012	<i>Understanding Pregnancy (English)</i>	<i>DVD</i>	2012	InJoy Birth & Parenting Education	Pregnancy	InJoy Birth & Parenting Education
2011 - 2012	<i>Understanding Pregnancy (Spanish)</i>	<i>DVD</i>	2012	InJoy Birth & Parenting Education	Pregnancy	InJoy Birth & Parenting Education
2015-2016	<i>Understanding Pregnancy Guide (English)</i>	<i>Booklet</i>	2015	InJoy Publications, Inc.	Pregnancy	InJoy Publications, Inc.
2015-2016	<i>Understanding Pregnancy Guide (Spanish)</i>	<i>Booklet</i>	2012	InJoy Publications, Inc.	Pregnancy	InJoy Publications, Inc.
2016-2017	<i>Understanding Your Newborn PowerPoint (English)</i>	<i>DVD</i>	2017	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2016-2017	<i>Understanding Your Newborn PowerPoint (Spanish)</i>	<i>DVD</i>	2017	InJoy Publications, Inc.	Parenting	InJoy Publications, Inc.
2006 - 2007	<i>UNMASKING Sexual Con Games 3rd Edition (Leader's Guide)</i>	<i>Leaders Book</i>	no date	Boys Town Press	Relationships	Boys Town Press

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2006 - 2007	UNMASKING Sexual Con Games 3rd Edition (Teen's Guide)	Book	no date	Boys Town Press	Relationships	Boys Town Press
2006 - 2007	Watch Me Grow	Book	no date	Heritage House '76, Inc.	Fetal Development	Heritage House '76
2006 - 2007	Weaning Your Baby From the Bottle	Brochure	2004	DSHS	Parenting	DSHS
2009 - 2010	Welcome to Your Pregnancy	Client Cards	2009-2010	TPCN	Pregnancy	TPCN
2006 - 2007	What are Your Chances of Getting STD (English)	Bookmark	2005	Life Cycle Books	STDs and Sexual Education	Life Cycle Books
2006 - 2007	What are Your Chances of Getting STD (Spanish)	Bookmark	2005	Life Cycle Books	STDs and Sexual Education	Life Cycle Books
2015-2016	What to Avoid During Pregnancy	Brochure	2014	Heritage House '76, Inc.	Prenatal care	Heritage House '76, Inc.
2016-2017	What to Avoid During Pregnancy (English)	Brochure	2017	Heritage House '76, Inc.	Prenatal Care	Heritage House '76, Inc.
2011 - 2012	When Duct Tape Won't Work	DVD	2008	National Fatherhood Initiative	Parenting	National Fatherhood Initiative
2006 - 2007	When Your Baby Cries	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House '76

YEAR PURCHASED	TITLE	TYPE	PUBLICATION DATE	PUBLISHER	TOPIC	VENDOR
2008 - 2009	<i>You Can Quit (English)</i>	DVD	2005	InJoy	Stop Smoking	InJoy Birth & Parenting Education
2008 - 2009	<i>You Can Quit (Spanish)</i>	DVD	2005	InJoy	Stop Smoking	InJoy Birth & Parenting Education
2006 - 2007	<i>Your Baby Learns from Every Experience</i>	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2008 - 2009	<i>Your Daughter's Choices</i>	Client Cards	2008-2009	TPCN	Decision Making	TPCN
2006 - 2007	<i>Your Loving Touch</i>	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2006 - 2007	<i>Your Newborn's Emotions</i>	Brochure	2006	Heritage House '76, Inc.	Parenting	Heritage House'76
2006 - 2007	<i>Your Sexual Exposure (English)</i>	Bookmark	2003	Heritage House '76, Inc.	STDs and Sexual Education	Heritage House'76
2006 - 2007	<i>Your Sexual Exposure (Spanish)</i>	Bookmark	2003	Heritage House '76, Inc.	STDs and Sexual Education	Heritage House'76

In the next phase of the contract, TPCN will continue to identify suggested educational materials for Providers that meet the highest quality standards, but will not actually be purchasing or distributing the educational materials directly to Providers. Instead, TPCN will be releasing a list of educational materials each fiscal year that Providers may purchase and distribute to clients. Prior to releasing the list, TPCN will submit it to HHSC for approval along with samples of each educational piece for review and to keep for HHSC's files. Once the list is released, Providers may purchase those pieces, as well as prior pieces that HHSC has already approved. When these educational pieces are handed to eligible clients, TPCN will reimburse them as a material reimbursement under Program rules.

In addition, TPCN will allow Providers to utilize their own selected educational materials with eligible clients. Educational materials are any materials used to educate clients on Program topics. Program topics are subjects that directly benefit the client's pregnancy or parenting situation (for parents with children that are 36 months old or younger). Per the Provider contract, all educational material a Provider uses **MUST** be approved by TPCN prior to its use with Program clients. This includes materials presented in a class, covered in a mentoring session, or put on a shelf in a waiting room.

Educational material reviews are conducted by TPCN's Education Manager, Education Coordinator, Program Compliance Managers, and the Program Director. There are four general outcomes to an educational material review:

1. The material is acceptable and can be used with Program clients during Program Services (i.e. it contains Program specific, evidence-based information that is up-to-date);
2. The material is acceptable to use with Program clients during Program Services with stipulations (e.g. only certain pages were requested so only certain pages may be used);
3. The material is unacceptable to be used during Program services but might still be used with Program clients in providing other services (i.e., the material deals with topics that are out of scope of the Program or the material contains spiritual content); or
4. The material is unacceptable and cannot be used with Program clients at all. Those that fall into this category are usually due to it:
 - a. promoting or referring for abortion or abortifacient contraception,
 - b. containing outdated or inaccurate medical citations,
 - c. containing graphic material, or
 - d. lacking a compassionate tone.

TPCN has reviewed and maintains a database of over 10,000 unique titles of educational materials. Over the 13 years of the Program, the tracking mechanism for these materials has shifted from Microsoft Word documents to Microsoft Excel spreadsheets to databases. TPCN is in the process of converting all historical reviews into one complete database, which should be complete by the end of the summer 2018. TPCN is happy to provide access to these files for HHSC anytime HHSC would like to visit TPCN offices.

Additionally, all Provider subcontractors must provide the State of Texas publication *A Woman's Right to Know*. They must also provide materials on Medicaid, CHIP, SNAP, TANF, WIC, ECI, HTW, FVP, PHC, Title V: Child Health and Dental, Title V: Prenatal and Dental, and the Healthy Marriage Program.

SUMMARY OF TPCN'S COMMUNICATION AND OUTREACH PLAN

TPCN has twelve years of experience in Texas in administering the Texas Alternative to Abortion Services Program, including all of its communication and outreach. The communication and outreach plan is one of the keys to driving the growth of the Program, as well as the education of clients and adoptive parents. TPCN has already used communication and outreach plans to grow the Program from a few hundred clients to tens of thousands of clients and adoptive parents each year. TPCN has also purchased and delivered dozens of high

quality educational materials to Provider subcontractors that help them use evidence-based information to educate clients and adoptive parents about pregnancy, parenting, and adoption.

TPCN understands the very important roles of public outreach and client education to the success of the Program. TPCN has a long history of testing various outreach efforts and will continue its HHSC-approved advertising campaigns that target clients-in-need on a statewide basis, with a special emphasis on those areas with the highest abortion rates. TPCN will also continue to educate thousands of professionals likely to encounter potential clients about the resources of the Program. Finally, TPCN will continue to ensure that the educational pieces recommended to clients are of the highest quality, and provide the help and information most needed.

FORM N: ALTERNATIVES TO ABORTION PROGRAM FUNDING REQUEST AND PROPOSED NUMBER OF UNDUPLICATED CLIENTS

Legal Business Name: Texas Pregnancy Care Network

THIS FORM MUST BE COMPLETED FOR EACH CLINIC SITE WHERE A CLIENT WILL RECEIVE SERVICES

Alternatives to Abortion (A2A) Grantees may seek reimbursement for project costs using the following methods:

- Grantees will be reimbursed using the Direct Client Services reimbursement method by submitting monthly claims to HHSC for direct clinical care services provided to Clients; and
- Grantees will be reimbursed for Administrative costs services by submitting monthly vouchers for expenses detailed in the administrative costs budget attached to a Grantee's contract.

NOTE: Applicants may request up to 100% of their total funding request to be reimbursed through the Direct Client Services reimbursement method. However, the administrative costs amount requested may not exceed 10% of Applicant's total proposed funding request and ultimately, its funding award.

Enter the amount of funds requested in the boxes below:

Direct Client Services Amount	\$20,888,338.50
Cost Reimbursement Amount	\$2,320,926.50
Total Amount	\$23,209,265.00

The number of Unduplicated Clients an Applicant intends to serve through the A2A program will be used to assess, in part, the Applicant's effectiveness in providing the proposed services under the contract resulting from this RFA. This number is the estimated total number of Unduplicated Clients to whom the Applicant will provide services at the proposed clinic sites. Use the following average cost per Client OR submit an explanation of the average used by the agency: **\$373.00**.

Enter the estimated number of Unduplicated Clients to be served during the term of the contract, categorized by State Fiscal Year in the table below.

Period of Time	Proposed Number of Unduplicated Clients
June 1, 2018 – August 31, 2018 -- FY'18	14,450
September 1, 2018 – August 31, 2019 -- FY'19	46,480
Total Number	60,930

Applicants must provide an explanation/justification if the average cost per Client exceeds the statewide average of \$373.

Per Associate Commissioner Lesley French, the RFA has been adjusted to a statewide average of \$400 per client for FY18 and \$375 per client for FY19.

Please note: TPCN's original request was for the RFA was for \$33,725,000 with a plan to serve 88,599 clients over 18 months. TPCN continues to assert that it would be able to utilize the full amount appropriated by the Texas Legislature for the biennium given its current growth plans.

Provider Subcontractor	Direct Client Services Amount	Cost Reimbursement Amount	Total Amount	Proposed Number of Unduplicated Clients 6/1/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients	
1st Choice Pregnancy Resource Center	\$222,103.00	\$0.00	\$222,103.00	279	812	1091	
A Woman's Haven	\$127,372.00	\$0.00	\$127,372.00	288	838	1126	
American Indians in Texas	\$623,679.00	\$0.00	\$623,679.00	264	769	1033	*
Anchor Point	\$213,643.00	\$0.00	\$213,643.00	164	479	643	*
Annunciation Maternity Home	\$1,510,619.00	\$0.00	\$1,510,619.00	50	146	196	*
Austin LifeCare	\$195,673.00	\$0.00	\$195,673.00	272	794	1066	
Birth Choice	\$315,934.00	\$0.00	\$315,934.00	365	1065	1430	
Bridges Safehouse, Inc.	\$88,836.00	\$0.00	\$88,836.00	31	91	122	*
Care Center - Huntsville	\$119,297.00	\$0.00	\$119,297.00	172	501	673	
Care Net of Central Texas	\$740,850.00	\$0.00	\$740,850.00	1008	2939	3947	
Care Net Pregnancy Resource Center of Dumas	\$186,241.00	\$0.00	\$186,241.00	126	366	492	
Catholic Charities of Central Texas	\$332,896.00	\$0.00	\$332,896.00	226	659	885	*
Catholic Charities of Dallas	\$337,753.00	\$0.00	\$337,753.00	241	703	944	
Catholic Charities of the Archdiocese of Galveston-Houston	\$682,713.00	\$0.00	\$682,713.00	367	1069	1436	*
Catholic Charities of the Rio Grande Valley	\$198,732.00	\$0.00	\$198,732.00	64	187	251	
Catholic Charities, Archdiocese of San Antonio	\$232,297.00	\$0.00	\$232,297.00	151	439	590	*

Provider Subcontractor	Direct Client Services Amount	Cost Reimbursement Amount	Total Amount	Proposed Number of Unduplicated Clients 6/1/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients
Central Texas Life Care	\$82,099.00	\$0.00	\$82,099.00	131	381	512
Children & Family Institute	\$721,681.00	\$0.00	\$721,681.00	345	1006	1351 *
Children's Connections Inc.	\$651,640.00	\$0.00	\$651,640.00	187	545	732 *
ChristianWorks	\$46,560.00	\$0.00	\$46,560.00	15	44	59
Community Family Ctrs	\$60,023.00	\$0.00	\$60,023.00	90	264	354
Corpus Christi Hope House	\$176,550.00	\$0.00	\$176,550.00	262	765	1027
Expectant Heart Pregnancy Resource Center	\$731,998.00	\$0.00	\$731,998.00	185	538	723 *
Family Care Connection	\$1,090,652.00	\$0.00	\$1,090,652.00	667	1943	2610
Family Promise of Lubbock	\$55,873.00	\$0.00	\$55,873.00	50	146	196
First Look	\$129,557.00	\$0.00	\$129,557.00	129	377	506
Foundation for Life	\$74,497.00	\$0.00	\$74,497.00	69	201	270
Gladney Center for Adoption	\$68,451.00	\$0.00	\$68,451.00	16	48	64
Hope Cottage	\$379,288.00	\$0.00	\$379,288.00	288	838	1126 *
Hope Mansion	\$139,681.00	\$0.00	\$139,681.00	15	44	59 *
Houston Pregnancy Help Center	\$858,987.00	\$0.00	\$858,987.00	1195	3484	4679
Involved for Life	\$154,130.00	\$0.00	\$154,130.00	197	575	772

Provider Subcontractor	Direct Client Services Amount	Cost Reimbursement Amount	Total Amount	Proposed Number of Unduplicated Clients 6/1/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients
Life Choices Medical Clinic	\$132,598.00	\$0.00	\$132,598.00	265	772	1037
Living Alternatives of Jacksonville	\$74,691.00	\$0.00	\$74,691.00	89	260	349
Living Alternatives of Palestine	\$219,296.00	\$0.00	\$219,296.00	200	582	782 *
Loreto House	\$329,351.00	\$0.00	\$329,351.00	274	798	1072
Low Birth Weight Development Center	\$68,580.00	\$0.00	\$68,580.00	31	91	122 *
Metroplex Women's Clinic	\$455,189.00	\$0.00	\$455,189.00	654	1907	2561
Our Lady of the Angels Maternity Shelter	\$73,763.00	\$0.00	\$73,763.00	24	70	94 *
Paris Pregnancy Care Center	\$252,523.00	\$0.00	\$252,523.00	177	516	693 *
Pregnancy Help Center of Lufkin	\$293,852.00	\$0.00	\$293,852.00	304	886	1190
Pregnancy Help Center of Williamson County	\$25,337.00	\$0.00	\$25,337.00	49	143	192
Pregnancy Resources of Abilene	\$184,621.00	\$0.00	\$184,621.00	524	1526	2050
Providence Place	\$1,143,408.00	\$0.00	\$1,143,408.00	664	1936	2600 *
Raffa Clinic	\$126,979.00	\$0.00	\$126,979.00	176	512	688
San Antonio Birth Doulas	\$372,032.00	\$0.00	\$372,032.00	237	692	929 *
Seton Home	\$436,882.00	\$0.00	\$436,882.00	195	567	762 *
SJRC Texas	\$549,463.00	\$0.00	\$549,463.00	48	139	187 *

Provider Subcontractor	Direct Client Services Amount	Cost Reimbursement Amount	Total Amount	Proposed Number of Unduplicated Clients 6/1/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients
St Paul Lutheran	\$240,286.00	\$0.00	\$240,286.00	147	428	575
St PJ's Childrens Home	\$74,497.00	\$0.00	\$74,497.00	15	44	59
St. John Paul II Life Center	\$104,433.00	\$0.00	\$104,433.00	195	567	762
The Life Center	\$332,409.00	\$0.00	\$332,409.00	572	1669	2241
The Open Door Pregnancy Center	\$153,942.00	\$0.00	\$153,942.00	171	498	669
The Source for Women	\$282,094.00	\$0.00	\$282,094.00	429	1252	1681
Waller Pregnancy Care Center	\$337,457.00	\$0.00	\$337,457.00	137	399	536 *
New Provider	\$265,525.00	\$0.00	\$265,525.00	166	531	697
New Provider	\$265,525.00	\$0.00	\$265,525.00	166	531	697
New Provider	\$252,325.00	\$0.00	\$252,325.00	133	531	664
New Provider	\$252,325.00	\$0.00	\$252,325.00	133	531	664
New Provider	\$239,125.00	\$0.00	\$239,125.00	100	531	631
New Provider	\$239,125.00	\$0.00	\$239,125.00	100	531	631
New Provider	\$225,925.00	\$0.00	\$225,925.00	67	531	598
New Provider	\$225,925.00	\$0.00	\$225,925.00	67	531	598
New Provider	\$211,925.00	\$0.00	\$211,925.00	32	531	563
New Provider	\$166,125.00	\$0.00	\$166,125.00		443	443

Provider Subcontractor	Direct Client Services Amount	Cost Reimbursement Amount	Total Amount	Proposed Number of Unduplicated Clients 6/1/18 - 8/31/18	Proposed Number of Unduplicated Clients 9/1/18 - 8/31/19	Total Number of Unduplicated Clients
New Provider	\$149,250.00	\$0.00	\$149,250.00		398	398
New Provider	\$132,750.00	\$0.00	\$132,750.00		354	354
New Provider	\$116,250.00	\$0.00	\$116,250.00		310	310
New Provider	\$99,750.00	\$0.00	\$99,750.00		266	266
New Provider	\$82,875.00	\$0.00	\$82,875.00		221	221
New Provider	\$66,375.00	\$0.00	\$66,375.00		177	177
New Provider	\$49,875.00	\$0.00	\$49,875.00		133	133
New Provider	\$33,375.50	\$0.00	\$33,375.50		89	89
Total	\$20,888,338.50	\$0.00	\$20,888,338.50	14,450	46,480	60,930

* Provider Subcontractors consist of Maternity Homes/Residential Units, Adoption Agencies, Social Service Agencies, and Pregnancy Centers. Some types of Providers (e.g. Maternity Homes, and other types of Providers) may provide multiple services a day or week and so have a much higher cost per participant than other types of Providers.

Exhibit A. AFFIRMATIONS AND SOLICITATION ACCEPTANCE

Respondent affirms, without exception, as follows:

1. Respondent represents and warrants that all certifications, representations, warranties, and other provisions in this Affirmations and Solicitation Acceptance apply to Respondent and all of Respondent's principals, officers, directors, shareholders, partners, owners, agents, employees, subcontractors, independent contractors, and any other representatives who may provide services under, who have a financial interest in, or otherwise are interested in this Solicitation or any contract resulting from this Solicitation.
2. Respondent represents and warrants that all statements and information provided to HHSC are current, complete, and accurate. This includes all statements and information in this Solicitation Response.
3. Respondent acknowledges that its Solicitation Response and subsequent documents submitted are subject to the Texas Public Information Act.
4. Respondent acknowledges its obligation to specifically identify information it contends to be confidential or proprietary and, if Respondent designated substantial portions of its Solicitation Response or its entire Solicitation Response as confidential or proprietary, the Solicitation Response is subject to being disqualified.
5. Respondent's Solicitation Response will remain a firm and binding offer for 240 days from the date the Solicitation Response is due.
6. Respondent accepts the Solicitation terms and conditions unless specifically noted by exceptions advanced in the form and manner directed in the Solicitation. Respondent agrees that all exceptions to the Solicitation are rejected unless expressly accepted by HHSC.
7. Respondent agrees that HHSC has the right to use, produce, and distribute copies of and to disclose to HHSC employees, agents, and contractors and other governmental entities all or part of Respondent's Solicitation Response as HHSC deems necessary to complete the procurement process or comply with state or federal laws.
8. Respondent generally releases from liability and waives all claims against any party providing information about the Respondent at the request of HHSC.
9. Respondent acknowledges all addenda and amendments to the Solicitation.
10. Respondent represents and warrants that if a Texas address is shown as the address of Respondent, Respondent qualifies as a Texas Bidder as defined by 34 Texas Administrative Code §20.32(68).
11. Respondent represents and warrants that it qualifies for all preferences claimed under 34 Texas Administrative Code §20.38 or Chapter 2155, Subchapter H of the Texas Government Code as indicated below (check applicable boxes):
 - ☐ Goods produced or offered by a Texas bidder that is owned by a Texas resident service-disabled veteran

- ☐ Goods produced in Texas or offered by a Texas bidder that is not owned by a Texas resident service-disabled veteran
 - ☐ Agricultural products grown in Texas
 - ☐ Agricultural products offered by a Texas bidder
 - ☐ Services offered by a Texas bidder that is owned by a Texas resident service-disabled veteran
 - ☐ Services offered by a Texas bidder that is not owned by a Texas resident service disabled veteran
 - ☐ Texas Vegetation Native to the Region
 - ☐ USA produced supplies, materials or equipment
 - ☐ Products of persons with mental or physical disabilities
 - ☐ Products made of recycled, remanufactured, or environmentally sensitive materials including recycled steel
 - ☐ Energy Efficient Products
 - ☐ Rubberized asphalt paving material
 - ☐ Recycled motor oil and lubricants
 - ☐ Products produced at facilities located on formerly contaminated property
 - ☐ Products and services from economically depressed or blighted areas
 - ☐ Vendors that meet or exceed air quality standards
 - ☐ Recycled or Reused Computer Equipment of Other Manufacturers
 - ☐ Foods of Higher Nutritional Value
 - ☐ Commercial production company or advertising agency located in Texas
12. Respondent has not given, has not offered to give, and does not intend to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to a public servant in connection with this Solicitation Response, this Solicitation, or any contract resulting from this Solicitation.
 13. Under Section 2155.004, Texas Government Code (relating to financial participation in preparing solicitations), the vendor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.
 14. Under Section 2155.006, Texas Government Code (relating to convictions and penalties regarding Hurricane Rita, Hurricane Katrina, and other disasters), the vendor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.
 15. Under Section 2261.053, Texas Government Code (relating to convictions and penalties regarding Hurricane Rita, Hurricane Katrina, and other disasters), the contractor certifies that the individual or business entity named in this bid or contract is not ineligible to

receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

16. Pursuant to Section 231.006(c), Texas Family Code (relating to delinquent child support), identify below the name and social security number (SSN) of each individual, sole proprietor, partner, shareholder, and owner with an ownership interest of at least 25 percent (25%) of the business entity submitting this Solicitation Response:

Name: _____ SSN: _____

Name: _____ SSN: _____

Name: _____ SSN: _____

Name: _____ SSN: _____

FEDERAL PRIVACY ACT NOTICE: Disclosure of requested Social Security Numbers (SSNs) is required under Section 231.006(c) and Section 231.302(c)(2), Texas Family Code. The SSNs will be used to identify persons that may owe child support. The SSNs will be kept confidential to the fullest extent permitted by law. Failure by a Respondent to provide the required SSNs may result in disqualification of the Respondent's Solicitation Response.


17. Under Section 231.006, Texas Family Code, the vendor or applicant certifies that the individual or business entity named in this contract, bid, or application is not ineligible to receive the specified grant, loan, or payment and acknowledges that this contract may be terminated and payment may be withheld if this certification is inaccurate.
18. Respondent certifies that: (a) the entity executing this Solicitation Response; (b) its principals; (c) its subcontractors; and (d) any personnel designated to perform services related to any contract resulting from this Solicitation are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal Department or Agency. This certification is made pursuant to the regulations implementing Executive Order 12549 and Executive Order 12689, Debarment and Suspension, 2 C.F.R. Part 376, and any relevant regulations promulgated by the Department or Agency funding this project. This provision shall be included in its entirety in Contractor's Subcontracts if payment in whole or in part is from federal funds.
19. Respondent certifies that it, its principals, its subcontractors, and any personnel designated to perform services related to any contract resulting from this Solicitation are eligible to participate in this transaction and have not been subjected to suspension, debarment, or similar ineligibility determined by any federal, state, or local governmental entity.
20. Respondent certifies it is in compliance with all State of Texas statutes and rules relating to procurement; and that (a) the entity executing this Solicitation Response; (b) its principals; (c) its subcontractors; and (d) any personnel designated to perform services related to any contract resulting from this Solicitation are not listed on the federal government's terrorism watch list described in Executive Order 13224. Entities ineligible for federal procurement are listed at <https://www.sam.gov/portal/public/SAM/>, which Respondent may review in making this certification.

21. In accordance with Texas Government Code Section 669.003 (relating to contracting with the executive head of a state agency), Respondent certifies that it (1) is not the executive head of any HHS Agency; (2) was not at any time during the past four years the executive head of any HHS Agency; and (3) does not employ a current or former executive head of any HHS Agency.
22. Respondent represents and warrants that it is not currently delinquent in the payment of any franchise taxes owed the State of Texas under Chapter 171 of the Texas Tax Code.
23. Respondent represents and warrants that payments to Respondent and Respondent's receipt of appropriated or other funds under any contract resulting from this Solicitation are not prohibited by Sections 556.005, 556.0055, or 556.008 of the Texas Government Code (relating to use of appropriated money or state funds to employ or pay lobbyists, lobbying expenses, or influence legislation).
24. Respondent represents and warrants that it will comply with Texas Government Code Section 2155.4441, relating to the purchase of products produced in the State of Texas under service contracts.
25. Pursuant to Section 2252.901, Texas Government Code (relating to prohibitions regarding contracts with and involving former and retired state agency employees), Respondent will not allow any former employee of an HHS Agency to perform services under any contract resulting from this Solicitation during the twelve (12) month period immediately following the employee's last date of employment at an HHS Agency.
26. Respondent acknowledges that, pursuant to Section 572.069 of the Texas Government Code, a former state officer or employee of an HHS Agency who during the period of state service or employment participated on behalf of an HHS Agency in a procurement or contract negotiation involving Respondent may not accept employment from Respondent before the second anniversary of the date the officer's or employee's service or employment with an HHS Agency ceased.
27. Respondent represents and warrants that it has no actual or potential conflicts of interest in providing the requested goods or services to HHSC under this Solicitation and any resulting contract and that Respondent's provision of the requested goods and/or services under this Solicitation and any resulting contract would not reasonably create an appearance of impropriety.
28. Respondent understands that HHSC does not tolerate any type of fraud. The agencies' policy is to promote consistent, legal, and ethical organizational behavior by assigning responsibilities and providing guidelines to enforce controls. Violations of law, agency policies, or standards of ethical conduct will be investigated, and appropriate actions will be taken. All employees or contractors who suspect fraud, waste or abuse (including employee misconduct that would constitute fraud, waste, or abuse) are required to immediately report the questionable activity to both the Health and Human Services Commission's Office of the Inspector General at 1-800-436-6184 and the State Auditor's Office. Respondent agrees to comply with all applicable laws, rules, regulations, and HHSC policies regarding fraud including, but not limited to, HHS Circular C-027.

29. Respondent represents and warrants that it has not violated state or federal antitrust laws and has not communicated its Solicitation response directly or indirectly to any competitor or any other person engaged in such line of business. Respondent hereby assigns to HHSC any claims for overcharges associated with any contract resulting from this Solicitation under 15 U.S.C. § 1, *et seq.*, and Texas Business and Commerce Code § 15.01, *et seq.*
30. Respondent represents and warrants that it is not aware of and has received no notice of any court or governmental agency proceeding, investigation, or other action pending or threatened against Respondent or any of the individuals or entities included numbered paragraph 1 of this Affirmations and Solicitation Acceptance within the five (5) calendar years immediately preceding the submission of this Solicitation response that would or could impair Respondent's performance under any contract resulting from this Solicitation, relate to the contracted or similar goods or services, or otherwise be relevant to HHSCs consideration of entering into a contract. If Respondent is unable to make the preceding representation and warranty, then Respondent instead represents and warrants that it has provided to HHSC a complete, detailed disclosure of any such court or governmental agency proceeding, investigation, or other action that would or could impair Respondent's performance under a contract awarded as a result of this solicitation, relate to the contracted or similar goods or services, or otherwise be relevant to the HHSCs consideration of entering into a contract. In addition, Respondent represents and warrants that, if awarded a contract as a result of this Solicitation, Respondent shall notify HHSC in writing within five (5) business days of any changes to the representations or warranties in this clause and understands that failure to so timely update HHSC shall constitute breach of contract and may result in immediate contract termination.
31. Pursuant to Texas Government Code §2270.002, Respondent affirms that it: (a) does not boycott Israel; and (b) will not boycott Israel during the term of any Contract awarded.
32. Respondent affirms that it is not engaged in business with Iran, Sudan, or any foreign terrorist organization.
33. Respondent understands, acknowledges, and agrees that any false representation or any failure to comply with a representation, warranty, or certification made by Respondent is subject to all civil and criminal consequences provided at law or in equity including, but not limited to, immediate termination of any contract resulting from this Solicitation.
34. Respondent represents and warrants that it will comply with all applicable laws and maintain all permits and licenses required by applicable city, county, state, and federal rules, regulations, statutes, codes, and other laws that pertain to any contract resulting from this Solicitation.
35. Respondent represents and warrants that the individual signing this Solicitation response is authorized to sign on behalf of Respondent and to bind Respondent.

Authorized representative on behalf of Respondent must complete and sign the following:

Legal Name of Respondent: Texas Pregnancy Care Network

 Signature of Authorized Representative	5/4/2018 Date Signed
John McNamara, Executive Director Printed Name and Title of Authorized Representative	512-637-7011 Phone Number
76-0802397 Federal Employer Identification Number	512-637-7012 Fax Number
62-120-6221 DUNS Number	john@texaspregnancy.org Email Address
1101 S Capital of Texas Hwy, Ste K200 Physical Street Address	Austin, TX 78746 City, State, Zip Code
 Mailing Address, if different	 City, State, Zip Code